

## **A SYSTEM AND METHOD FOR TRANSMITTING, RECEIVING, AND DISPLAYING ADVERTISEMENTS**

### **ABSTRACT OF THE DISCLOSURE**

Digital data objects containing video-based advertisement information are broadcast via satellite and received by one or more integrated receiver decoders (IRDs). Each IRD selectively discards or caches advertisement objects (AOs) in a local memory. AOs that are incompatible with the sophistication level of the IRD and/or user preferences/characteristics are discarded without being cached and AOs that have a lower priority than currently cached AOs are discarded. The IRD arranges cached AOs into ordered lists to schedule them for display and each ordered list corresponds to a unique display position within a program guide. When the user initiates a program guide session, the IRD cyclically displays the AOs in the program guide according to the ordered lists.

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